



20 West Broad Street
 Hazleton, PA 18201
 570-455-1509
www.downtownhazleton.org

QUARTERLY NEWSLETTER: SPRING 2014

Alliance Supports the Arts

The Alliance believe arts and cultural activities will play a key role in downtown revitalization. Communities across the nation are leveraging the arts to make their communities more livable, more distinct, and more economically vibrant. That is why the Alliance was a strong proponent and supporter of the Hazleton Art League's fourth annual **Art Youth Expo** (better known as AYE4), which took place within the downtown on April 4th and 5th, 2014. On those two days, the downtown came alive with art installations, exhibits (over 100 pieces), music (25 bands), dance, food, fantasy make-up (25 teams), caricaturists, street performers, mural artists, and other creations of talented local youth, ages 13-30.

Planning Study Update

After an intensive interview process, the Alliance is happy to announce that it has selected **Derck & Edson (D&E)** as the prime consultant to lead the **Strategic Downtown Revitalization Plan**. The D&E team also includes the firm of Hemmler + Camayd Architects, Real Estate Strategies, and ECON Partners. The planning study will begin this May.

May "Kick-off" Reception

The Alliance is hosting a reception on May 15th in the Hayden Tower at the Markle. The reception is intended to formally "kick-off" of the downtown revitalization effort. Key speakers will highlight the recent investments that have been made to key buildings and public infrastructure, as well as highlight future initiatives. Participants will also get a "Taste of the Downtown" as ten downtown restaurants are providing free samples of their food, including the original Knotty Pine pork barbeque!

Summer Internships

We are happy to announce that several college students (both graduate and undergraduate) will be joining us for the summer to help with Marketing & Promotions, as well as Planning & Architectural Design. We look forward to putting their skills, energy, and unique perspectives to good use!

- ❖ Priya Dalal (Penn State, Hazleton)
- ❖ Steven Santos (Bloomsburg University)
- ❖ Charles McElwee (University of Pennsylvania)
- ❖ Megan Malone (Duquesne University)
- ❖ Jocelyn Rizzo (Central Penn College)

Business Meetings

On April 7th the Alliance, in association with the Hazleton Integration Project and the Chamber, hosted a meeting of downtown Latino business owners at Frankie's Pizzeria. The purpose of the meeting was to understand the issues and challenges associated with Latino business ownership. After hearing that many business owners did not know about the Downtown Overlay District Ordinance, the city codes department amended its permitting process to help address the application process. Over the next few months we will be reaching out to other business owners to understand what else can be done to make it easier to open and operate a business downtown.



Upcoming Events

Pennsylvania Theatre of Performing Arts • 212 West Broad Street

- ❖ Oliver! The Musical, May 9-18
- ❖ Love, Sex, and the IRS, June 13-22

Hazleton Art League • 225 E. Broad Street

- ❖ Kids Art Camp, July 9-12 and July 16-19

Downtown Hazleton Farmers' Market • 31 West Broad Street

- ❖ Every Friday from 10AM-2PM, July 11 thru August 29

Downtown Hazleton Car Cruise-In • Broad Street, August 1st

Board of Directors

Neal DeAngelo III, President
 Amilcar Arroyo, Vice President
 Mary Malone, Secretary
 Gary F. Lamont, Treasurer
 Mayor Joe Yannuzzi
 Neal A. DeAngelo
 James C. Kelshaw
 George K. Leitner
 Joe Maddon (Honorary)
 W. Kevin O'Donnell
 Pasco L. Schiavo, Esq.
 William L. Spear, Jr.

Executive Director

Krista L. Schneider

Meeting with downtown Latino business owners at Frankie's Pizzeria on N. Wyoming Street.

THE PINES

Eatery and Spirits

THE PINES to Open Downtown!

A new restaurant is coming to downtown Hazleton! Known for its homemade dishes, especially its pork barbecue, Byorek's Knotty Pine restaurant was a Hazleton staple for 73 years before closing in 2010. Those sandwiches, which cost 15 cents when the Knotty Pine opened, remained a best seller through its final days, and will once again be available thanks to a new partnership. Projected to open in June within the Hayden Tower at the Markle, "The Pines," is now under new ownership led by the DeAngelo family. Featuring the original Knotty Pine pork barbecue, the freshly updated menu will also include several other well-known local dishes, but with a new flare and surrounded by new décor. Stay tuned for updates!

Façade Improvement Program

The Alliance is working with the Greater Hazleton Historical Society and Museum, local contractors, and the Iglesia Cristiana Monte De Si3n church (property owner), located at 13 East Broad St., to initiate what it hopes will be the first of many downtown historic façade improvement projects. The ca. 1870 building façade—including eight large window openings—was hidden by siding for more than 30 years. When the window openings were discovered, the Alliance started working with the church owners to secure the agreements and funding necessary to restore the façade back to 1920 conditions. Construction should begin this summer. Stay tuned for progress!



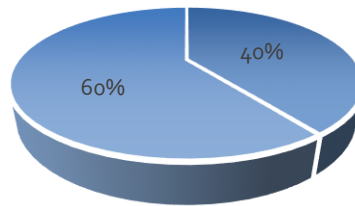
Above: Current condition of 13 E. Broad Street, which shows historic brick and window openings underneath the siding.

Top Right: 1920 façade conditions of same building.



Fundraising Update

Our ambitious fundraising goal is to raise over one million dollars over the next six years. We are off to a great start! Already we have reached over 40% of our goal in pledged commitments, thanks to the generous support of local businesses and charitable foundations.



How you can get involved...?

- ❖ Donate funds to support our mission.
- ❖ Be added to our email distribution list for updates and events.
- ❖ Volunteer to serve on one of our committees.
- ❖ Attend a public workshop and provide input on the downtown plan.
- ❖ Have another idea? Let us know!

Downtown revitalization can be a daunting challenge. But as other communities have shown, it can be achieved by working together with focused determination towards a unified goal.



The Downtown Hazleton Farmers' Market will be on Fridays this year from 10AM to 2PM, beginning July 11th and running through August 29th. Come downtown and support our local farmers!

Contact: Krista Schneider, Executive Director, at 570-455-1509 ext. 23 or kschneider@downtownhazleton.org.